

## Richard Gee

---

**From:** Denis Orme [leading.ways@leader-success.com]  
**Sent:** Thursday, 15 November 2007 9:44 p.m.  
**To:** richard@geewiz.co.nz  
**Subject:** Leading Ways Newsletter #32

Also available online at [www.leader-success.com/newsletter.htm](http://www.leader-success.com/newsletter.htm)  
Please do not reply to this message. See below for subscription/unsubscription information  
To contact Denis please email [denis.orme@leader-success.com](mailto:denis.orme@leader-success.com)



## YOUR LEADING WAYS NEWSLETTER No 32

### Speaker Tip of the Month

#### MEMORABLE PRESENTERS ENGAGE THE AUDIENCE BY ASKING RHETORICAL QUESTIONS

Great presenters remember about engagement with their audience as being the key to successful presentations.

Rhetorical questions may include things like “What makes a great leader?” or “What would it take to double our sales next year?”

*Rhetorical questions can work in two ways.* First, they enable you to set yourself up as an expert able to answer the question, or engage the audience by having them answer it.

### How Your Image Enhances Your Chance For Career Success or Sales Growth

Have you ever wondered what it was that prevented you from getting to the next step on the career ladder, or from getting that all important sales order?

Take a look in a full-length mirror - front and back. **The problem may be the image reflecting right back at you.**

Yes, skill, talent and sales ability are all important, but looking and sounding the part are just as important. People do business with those they like and trust. Your initial appearance is the first step to building that trust.

If your manager is thinking about who he or she would most likely pick from two similarly qualified people - the one who talked professionally and had a neat appearance; or the other who struggled to communicate and perhaps had dirty shoes and a shirt or blouse with frayed collar and cuffs? Perhaps I am overstating it, but you get the point.

*“A professional is someone who can do his best work when he doesn't feel like it.”*

- Alistair Cooke

If you are in sales and out there trying to sell a quality product ... **what would your prospect think if your appearance was less than professional, or if when you spoke you used slang or used too many "Ah's" or "Um's" ?**

Do you inspire confidence?

- \* When did you last get a haircut or go to the beauty salon?
- \* Do you wear too much jewellery, and perhaps come across as "flashy"?
- \* Clothes starting to get shiny from age, or showing signs of fraying?
- \* Dirty shoes or fingernails?
- \* Too much make-up?
- \* Do you and your clothing smell of cigarettes?
- \* Scruffy beard or moustache?
- \* Could you shed a few pounds?
- \* Do you demonstrate the right etiquette when eating out in a business setting?
- \* Is your language too casual, too formal, or do you come across as biased or prejudiced?
- \* Are you always prepared, or do you just react to events?
- \* Do you make a point of being punctual?
- \* Are you able to deliver quality sales presentations or lead team meetings?
- \* Are you too loud, too passive, or do you drink too much at networking functions?

**\* Do you have an "unreasonable friend" who will provide you with the honesty you need in these areas? When was the last time you asked?**

Bottom line? You don't want to be excluded from a position or a major sales order because of a poor image.

But exactly where does image come from? How do you build a solid professional image?

### **Your Current Image -**

This includes what you know and how you express it - how you look, what you wear, your choices in personal grooming - where you went to school, what you majored in, what career path you choose - whom you associate with, where you go, what you do for fun. All of these factors together shape your unique identity.

### **But Will That Image Get You The Next Important Sale, Or The Next Promotion?**

There are several steps to identifying and refining your image -- your personal brand -- the perception that everyone, all your target audiences, have of you.

A starting point is to consider who you currently inspire you and why. Will that get you a promotion, or a sales order?

*"Customers provide you with the most accurate barometer of what's right and wrong."*  
- Herb Kelleher

If you are seeking the next career step then relate your own image to that of those in more senior positions. Is there a gap in the image you portray and that of those who are already successful in higher-level positions? What is it that they do or say that makes them valuable to the company?

If there is a gap, then the next step is to design your image plan based on your intention. For example, if you want to get a particular job and then to be successful at it -- what image would you need to portray?

### **Refining Your Personal Brand**

Your image may already be consistent with your goals, in which case you will already have a solid reputation; after all it reflects your goals and values.

Image involves bringing out the best of who you are, while fine tuning areas that could hold you back.

For example, showing up late and under prepared to a meeting can show a lack of respect, or being rude to a colleague while you are trying to convince your manager that you would make an excellent and motivating manager.

There is value in detail! A really good image is created from a lot of small details.

### **The Lost Art of Fine Communication**

While your appearance and demeanour are vital to success, **great leaders are great communicators**.

Honing your image does include verbal and nonverbal communication skills. If you have great appearance and presence and then you cannot write a report, make a sales presentation or lead a team discussion, well then, you can still fall short of achieving your goal.

You may have the technical skills, but it is unlikely you will get the next promotion, or if you are in sales, the next sales order unless you can communicate professionally -- both written and orally.

If you present a professional image but are let down by your communication skills then perhaps this should be an area for personal development.

The corporate world is a pyramid whose bottom layer has many employees with similar skills. The higher you go up the pyramid the more you will see that interpersonal skills, personal image and the ability to identify with people or anticipate their needs becomes important.

**... and if you are delivering a seminar or workshop presentation to a group or industry association, remember to dress one level above your audience.**

### **Seek a Mentor**

Motivation comes from within, and you are already motivated to succeed. You are doing the courses, gaining the experience by being a willing volunteer, but having a mentor really will provide you with the career or sales edge.

*"There is more to life than increasing its speed."*  
- Mahatma Gandhi

Someone who has walked in your shoes and can guide you to your success. A mentor provides a good way to learn the necessary social and business skills and an understanding of the culture in which you are working. He or she can be that "unreasonable friend."

However, make sure you get a mentor who is honest, who understands subtleties of your company, or in a sales situation is familiar with the sales process for your type of product or service.

Keep an emphasis on honing your skills and abilities, but become more attractive and polished in appropriate business behaviour, attire and grooming.

**Remember, you only get 30 seconds  
to make that lasting first impression!**

*Have a Great Week*

*Denis*

027-472-8610

[www.leader-success.com](http://www.leader-success.com)

This email was sent to richard@geewiz.co.nz, please feel free to forward it on.  
If you did not receive this directly and would like your own copy please send an email with SUBSCRIBE in the subject line to [leading.ways@leader-success.com](mailto:leading.ways@leader-success.com) ;  
To unsubscribe, send email to [unsubscribe.leading.ways@leader-success.com](mailto:unsubscribe.leading.ways@leader-success.com)  
To email Denis Orme: [denis.orme@leader-success.com](mailto:denis.orme@leader-success.com)